

RECORD OF REQUEST FOR BROADCAST TIME BY OR ON BEHALF OF
CANDIDATE FOR PUBLIC OFFICE

INSTRUCTIONS: This form must be completed as to all requests, both oral and written, for broadcast time to be used by or on behalf of a candidate for public office, as required by FCC rule. The FCC rule states: "Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and charges made, if any, if request is granted. Such records shall be retained for a period of two years."

- (1) **Date of request:** 10/24/12
- (2) **Name of candidate:** Holly Hughes
- (3) **Office for which candidate is running:** US House- District 91
- (4) **Political party:** Republican
- (5) **Name of person using time if other than candidate:** n/a
- (6) **Request made by candidate:** Yes: x No: (Check one)
- (7) **Request made on behalf of candidate by:** Kristin Keller (Marketing Resource Group)
- (8) **Request made:** In writing: x In person: By phone:
(Check one. If in writing, attach and retain.)
- (9) **Disposition of request:** Granted: x Not granted:
(Check one. If not granted, state reason or reasons in space below. If denied in writing, attach and retain.)
- (10) **Were any payments received?** Yes: x No:
(Check one. If "yes", state amount in space below):

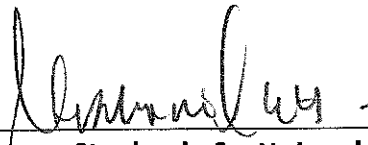
GROSS: \$4275.00 NET: \$3633.75

WXMI

STATION

10/24/12

DATE



Stephanie Scott, Local Sales Manager
SIGNATURE OF PERSON RECEIVING
REQUEST ON BEHALF OF STATION

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐**FEDERAL CANDIDATE**☒**STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WXMI-TV

Date:

10/23/12

I, Kristin Keller,being/on behalf of: HOLLY HUGHES, a legallyqualified candidate of the REPUBLICAN politicalparty for the office of: HD91in the GENERALelection to be held on: 11/6/12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	VARIOUS	VARIOUS	CANDIDATE	VARIOUS	1

Total Charges:

\$4275.00 Gross

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Holly Hughes 8801 Lehman, Montague MI 49437 231-760-6644

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

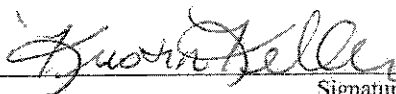
Heather Hughes

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

10/23/12

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

WXMI-TV

ORDER



Flight Dates 10/24/12-10/26/12

Contract / Revision 400990 /

Original Date / Revision
10/25/12 10/25/12

Advertiser Friends of Holly Huges/R/Sta

Agency Marketing Resource Group

Buying Contact

225 S Washington Square
Lansing, MI 48933

Product
Network TV HD91

Agency Com 15%

Billing Contact

225 S Washington Square
Lansing, MI 48933

Sales Office L-GR

Sales Region Local

Agency Ref

Order Sep 00:15:00

Estimate # 12-FHH-900

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes AGY POL CAND

Product Codes PL4

Priority 02

Advertiser Ref

Primary Account Executive
Local Political WXMI

Account Executive	Order%	Start Date	End Date
Local Political WXMI	100%		

Order Share 100% Market Value 4275

Competing Station	% of Order	Amount
2WOOD	%	0
3WZZM	%	0
4WWMT	%	0
5WOTV	%	0
6WXSP	%	0
7WZPX	%	0
8CABL	%	0
9UNKW	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	18	\$3,633.75	\$4,275.00	0.00
Totals	18	\$3,633.75	\$4,275.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/26/12	18	\$3,633.75	\$4,275.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	17	10/24/12	10/26/12	M-F 5a-9a News M-F 5a-9a News	CM	5a-9a (6:00 AM-7:00 AM)	--WTF--	:30	3	\$150.00	02	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--WTF--	3				\$150.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	17	10/22/12-10/28/12		M-F 5a-9a News		5a-9a	(6:00 AM-7:00 A--WThF----	:30		(\$150.00)		0.00	NM		
Credited															
E 2	17	10/24/12	10/26/12	M-F 5a-9a News M-F 5a-9a News	CM	5a-9a (7:00 AM-8:00 AM)	--WTF--	:30	3	\$150.00	02	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	--WTF--	3				\$150.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	17	10/22/12-10/28/12		M-F 5a-9a News		5a-9a	(7:00 AM-8:00 A--WThF----	:30		(\$150.00)		0.00	NM		
Credited															
		10/26/12			CM	11a-12p			3		02	0.00	NM	3	\$300.00



Contract / Revision 400990 Flight Dates 10/24/12-10/26/12

Hiatus Dates

Original Date / Revision 10/25/12/ 10/25/12

Order Sep 00:15:00

Advertiser Friends of Holly Huges/R/S Product Network TV HD91

Estimate # **12-FHH-900**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	17	10/24/12		M-F 11a-12p M-F 11a-12p			--WTF--	:30		\$100.00					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$100.00		0.00			
4	17	10/24/12	10/26/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p (4:00 PM-5:00 PM)	--WTF--	:30	3	\$125.00	02	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$125.00		0.00			
5	17	10/24/12	10/26/12	M-F Fox 17 News at 5P M-F Fox 17 News at 5P	CM	5p-6p	--WTF--	:30	2	\$150.00	02	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		2				\$150.00		0.00			
6	17	10/24/12	10/26/12	M-F Fox 17 News at 6p M-F Fox 17 News at 6p	CM	6p-7p	--WTF--	:30	2	\$200.00	02	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		2				\$200.00		0.00			
7	17	10/24/12	10/26/12	M-F Fox 17 News at 10p M-F Fox 17 News at 10p	CM	10p-11p	----F--	:30	1	\$1,000.00	02	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1				\$1,000.00		0.00			
8	17	10/25/12	10/25/12	Late News (not 10p start) Late News (not 10p start)	CM	Various	---T---	:30	1	\$1,000.00	02	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---		1				\$1,000.00		0.00			
9	17	10/24/12	10/26/12	M-F 5a-9a News M-F 5a-9a News	CM	5a-9a (8:00 AM-9:00 AM)	--WTF--	:30	2	\$150.00	02	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--		2				\$150.00		0.00			
Totals														18	\$4,275.00



ADVERTISING ORDER

Agency / Billing Address

Marketing Resource Group, Inc.
225 S. Washington Square
Lansing, MI 48933
Ph: (517) 372-4400
Fx: (517) 372-4045

Media Buyer Contact Information

Kristin M. Keller
Ph: (313) 792-2511
kellermediaconsulting@gmail.com

Advertiser: Friends of Holly Hughes

Job Number: 12-FHH-900

Flight Dates: 10/24/12 - 10/26/12

Wednesday - Friday

Network TV HD91 -- Candidate Rates

Network TV HD91 -- Candidate Rates											October 24 - 25	
DMA	Station	Network Affiliation	Days	Daypart Start	Daypart End	Program Name	Rate :30 Spot	Rate Type/Class	Spots per Flight	Total Gross Cost per Flight		
Grand Rapids-K	WXMI	FOX	MON-FRI	6:00 AM	7:00 AM	FOX 17 MORNING NEWS	\$ 150.00	SECTION II	3	\$ 450.00		
Grand Rapids-K	WXMI	FOX	MON-FRI	7:00 AM	8:00 AM	FOX 17 MORNING NEWS	\$ 150.00	SECTION II	3	\$ 450.00		
Grand Rapids-Ka	WXMI	FOX	MON-FRI	11:00 AM	12:00 PM	RICKI LAKE	\$ 100.00	SECTION II	3	\$ 300.00		
Grand Rapids-Ka	WXMI	FOX	MON-FRI	4:00 PM	5:00 PM	RICKI LAKE	\$ 125.00	SECTION II	3	\$ 375.00		
Grand Rapids-Ka	WXMI	FOX	MON-FRI	5:00 PM	6:00 PM	FOX 17 NEWS AT 5	\$ 150.00	SECTION II	2	\$ 300.00		
Grand Rapids-Ka	WXMI	FOX	MON-FRI	6:00 PM	7:00 PM	FOX 17 NEWS AT 6:00	\$ 200.00	SECTION II	2	\$ 400.00		
Grand Rapids-Ka	WXMI	FOX	MON-FRI	10:00 PM	11:00 PM	FOX 17 News @ Ten	\$ 1,000.00	SECTION II	2	\$ 2,000.00		
WXMI Total										18	\$ 4,275.00	

NET TOTAL COST \$ 3,633.75